

1 : --81. An apparatus for a network-based advertising system,  
2 wherein said apparatus comprises:  
3 a remote terminal;  
4 an interface coupled to said remote terminal and  
5 coupled to said network for providing digital  
6 communication between said remote terminal and  
7 said network;  
8 designation means coupled to said network for  
9 assigning a unique designation to each user of  
10 said advertising system;  
11 storage means coupled to said network for storing  
12 digital communication data received from said user  
13 with said designation assigned to said user;  
14 publication means coupled to said network for  
15 publishing said digital communication data as an  
16 advertisement; and  
17 control means coupled to said network for isolating  
18 a subset of said advertisements based on a  
19 portion of said digital communication data; and  
20 response means coupled to said network for receiving  
21 a response to said advertisement;  
22 wherein said digital communication data includes said user  
23 input data and audio recording data; and  
24 wherein at least one audio recording is published with said

1 advertisement.

2

3 82. An apparatus according to claim 81, wherein said digital  
4 communication data includes said user input data, audio recording  
5 data, and photograph data; and wherein at least one photograph  
6 and at least one audio recording are published with said  
7 advertisement.

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9 83. An apparatus according to claim 81, wherein said digital  
10 communication data includes said user input data, audio recording  
11 data, and video data; and wherein at least one audio recording  
12 and at least one video are published with said advertisement.

13

14 84. An apparatus according to claim 81, wherein said digital  
15 communication data includes said user input data, audio recording  
16 data, photograph data, and video data; and wherein at least one  
17 photograph, at least one audio recording, and at least one video  
18 are published with said advertisement.

19

20 85. An apparatus according to claim 81, wherein said network  
21 comprises the Internet.

22

23 86. An apparatus according to claim 81, wherein said network  
24 comprises a public communications network.

1 87. An apparatus according to claim 81, wherein said response  
2 comprises audio.

3

4 88. An apparatus according to claim 81, wherein said response  
5 comprises video.

6

7 89. An apparatus according to claim 81, wherein said response  
8 comprises a photograph.

*Did  
Count*

9  
10 90. An apparatus according to claim 81, wherein a portion of  
11 said response comprises audio.

12

13 91. An apparatus according to claim 81, wherein a portion of  
14 said response comprises video.

15

16 92. An apparatus according to claim 81, wherein a portion of  
17 said response comprises a photograph.

18

19 93. An apparatus according to claim 81, said apparatus further  
20 comprising response retrieval means for allowing said user to  
21 retrieve said response via a telephone.

22

23

24

1 94. An apparatus according to claim 81, said apparatus further  
2 comprising response retrieval means for allowing said user to  
3 retrieve said response via said network.

4

5 95. An apparatus according to claim 81, said apparatus further  
6 comprising response retrieval means for allowing said user to  
7 retrieve said response via said network and via a telephone.

8

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could*

9 96. An apparatus according to claim 81, said apparatus further  
10 comprising retrieval means for retrieving said advertisement via  
11 a telephone.

12

13 97. An apparatus according to claim 81, said apparatus further  
14 comprising retrieval means for retrieving said advertisement and  
15 said audio recording via a telephone.

16

17 98. An apparatus according to claim 83, said apparatus further  
18 comprising retrieval means for retrieving said advertisement,  
19 said audio recording, and said video via a telephone.

20

21 99. An apparatus according to claim 84, said apparatus further  
22 comprising retrieval means for retrieving said advertisement,  
23 said audio recording, and said video via a telephone.

24

1 100. An apparatus according to claim 81, said apparatus further  
2 comprising retrieval means for retrieving said advertisement via  
3 said network.

4

5 101. An apparatus according to claim 81, said apparatus further  
6 comprising retrieval means for retrieving said advertisement and  
7 said audio recording via said network.

8

9 102. An apparatus according to claim 83, said apparatus further  
10 comprising retrieval means for retrieving said advertisement,  
11 said audio recording, and said video via said network.

12

*D1  
can be*  
13 103. An apparatus according to claim 84, said apparatus further  
14 comprising retrieval means for retrieving said advertisement,  
15 said audio recording, and said video via said network.

16

17 104. An apparatus according to claim 81, said apparatus further  
18 comprising retrieval means for retrieving said advertisement via  
19 a telephone and via said network.

20

21 105. An apparatus according to claim 81, said apparatus further  
22 comprising retrieval means for retrieving said advertisement and  
23 said audio recording via a telephone and via said network.

24

1 106. An apparatus according to claim 83, said apparatus further  
2 comprising retrieval means for retrieving said advertisement,  
3 said audio recording, and said video via a telephone and via said  
4 network, wherein said telephone retrieves said video.

5  
6 107. An apparatus according to claim 84, said apparatus further  
7 comprising retrieval means for retrieving said advertisement,  
8 said audio recording, and said video via a telephone and via said  
9 network, wherein said telephone retrieves said video.

*DI  
control*

10  
11 108. An apparatus according to claim 81, said apparatus further  
12 comprising subset retrieval means for retrieving said  
13 advertisements of said subset via a telephone.

14  
15 109. An apparatus according to claim 81, said apparatus further  
16 comprising subset retrieval means for retrieving said  
17 advertisements and said audio recording of said subset via a  
18 telephone.

19  
20 110. An apparatus according to claim 83, said apparatus further  
21 comprising subset retrieval means for retrieving said  
22 advertisements, said audio recordings, and said video of said  
23 subset via a telephone.

24

1 111. An apparatus according to claim 84, said apparatus further  
2 comprising subset retrieval means for retrieving said  
3 advertisements, said audio recordings, and said video of said  
4 subset via a telephone.

5  
6 112. An apparatus according to claim 81, said apparatus further  
7 comprising subset retrieval means for retrieving said  
8 advertisements of said subset via said network.

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contd*

9  
10 113. An apparatus according to claim 81, said apparatus further  
11 comprising subset retrieval means for retrieving said  
12 advertisements and said audio recordings of said subset via said  
13 network.

14  
15 114. An apparatus according to claim 83, said apparatus further  
16 comprising subset retrieval means for retrieving said  
17 advertisements, said audio recordings, and said video of said  
18 subset via said network.

19  
20 115. An apparatus according to claim 84, said apparatus further  
21 comprising subset retrieval means for retrieving said  
22 advertisements, said audio recordings, and said video of said  
23 subset via said network.

24

1 116. An apparatus according to claim 81, said apparatus further  
2 comprising subset retrieval means for retrieving said  
3 advertisements of said subset via a telephone and via said  
4 network.

5  
6 117. An apparatus according to claim 81, said apparatus further  
7 comprising subset retrieval means for retrieving said  
8 advertisements and said audio recordings of said subset via a  
9 telephone and via said network.

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10  
11 118. An apparatus according to claim 83, said apparatus further  
12 comprising subset retrieval means for retrieving said  
13 advertisements, said audio recordings, and said video of said  
14 subset via a telephone and via said network, wherein said  
15 telephone retrieves said video.

16  
17 119. An apparatus according to claim 84, said apparatus further  
18 comprising subset retrieval means for retrieving said  
19 advertisements, said audio recordings, and said video of said  
20 subset via a telephone and via said network, wherein said  
21 telephone retrieves said video.

22

23

24



DI  
count

1 120. An apparatus for a network-based advertising system, wherein  
2 said apparatus comprises:  
3 a remote terminal;  
4 an interface coupled to said remote terminal and  
5 coupled to said network for providing digital  
6 communication between said remote terminal and  
7 said Internet;  
8 designation means coupled to said network for  
9 assigning a unique designation to each user of  
10 said advertising system;  
11 storage means coupled to said network for storing  
12 digital communication data received from said user  
13 with said designation assigned to said user;  
14 publication means coupled to said network for  
15 publishing said digital communication data as an  
16 advertisement; and  
17 control means coupled to said network for isolating  
18 a subset of said advertisements based on a  
19 portion of said digital communication data; and  
20 response means coupled to said network for receiving  
21 a response to said advertisement;  
22 wherein said digital communication data includes said user  
23 input data and video data; and  
24 wherein at least one video is published with said

1 advertisement.

2

3 121. An apparatus according to claim 120, wherein said digital  
4 communication data includes said user input data, video data, and  
5 photograph data; and wherein at least one photograph and at least  
6 one video are published with said advertisement.

7

8 122. An apparatus according to claim 120, wherein said network  
9 comprises the Internet.

10

11 123. An apparatus according to claim 120, wherein said network  
12 comprises a public communications network.

13

14 124. An apparatus according to claim 120, wherein said response  
15 comprises audio.

16

17 125. An apparatus according to claim 120, wherein said response  
18 comprises video.

19

20 126. An apparatus according to claim 120, wherein said response  
21 comprises a photograph.

22

23 127. An apparatus according to claim 120, wherein a portion of  
24 said response comprises audio.

1 128. An apparatus according to claim 120, wherein a portion of  
2 said response comprises video.

3

4 129. An apparatus according to claim 120, wherein a portion of  
5 said response comprises a photograph.

6

7 130. An apparatus according to claim 120, said apparatus further  
8 comprising response retrieval means for allowing said user to  
9 retrieve said response via a telephone.

*10  
could*

11 131. An apparatus according to claim 120, said apparatus further  
12 comprising response retrieval means for allowing said user to  
13 retrieve said response via said network.

14

15 132. An apparatus according to claim 120, said apparatus further  
16 comprising response retrieval means for allowing said user to  
17 retrieve said response via said network and via a telephone.

18

19 133. An apparatus according to claim 120, said apparatus further  
20 comprising retrieval means for retrieving said advertisement via  
21 a telephone.

22

23

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1 134. An apparatus according to claim 120, said apparatus further  
2 comprising retrieval means for retrieving said advertisement and  
3 said video via a telephone.

4

5 135. An apparatus according to claim 120, said apparatus further  
6 comprising retrieval means for retrieving said advertisement via  
7 said network.

*DI  
could*

8  
9 136. An apparatus according to claim 120, said apparatus further  
10 comprising retrieval means for retrieving said advertisement and  
11 said video via said network.

12

13 137. An apparatus according to claim 120, said apparatus further  
14 comprising retrieval means for retrieving said advertisement via  
15 a telephone and via said network.

16

17 138. An apparatus according to claim 120, said apparatus further  
18 comprising retrieval means for retrieving said advertisement and  
19 said video via a telephone and via said network, wherein said  
20 telephone retrieves said video.

21

22 139. An apparatus according to claim 120, said apparatus further  
23 comprising subset retrieval means for retrieving said  
24 advertisements of said subset via a telephone.

1 140. An apparatus according to claim 120, said apparatus further  
2 comprising subset retrieval means for retrieving said  
3 advertisements and said video of said subset via a telephone,  
4 wherein said telephone retrieves said video.

5

6 141. An apparatus according to claim 120, said apparatus further  
7 comprising subset retrieval means for retrieving said  
8 advertisements of said subset via said network.

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cont'd*

9  
10 142. An apparatus according to claim 120, said apparatus further  
11 comprising subset retrieval means for retrieving said  
12 advertisements and said video of said subset via said network.

13

14 143. An apparatus according to claim 120, said apparatus further  
15 comprising subset retrieval means for retrieving said  
16 advertisements of said subset via a telephone and via said  
17 network.

18

19 144. An apparatus according to claim 120, said apparatus further  
20 comprising subset retrieval means for retrieving said  
21 advertisements and said video of said subset via a telephone and  
22 via said network, wherein said telephone retrieves said video.--

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